

SYSTEM AND METHOD FOR COMPOSITE CONSUMER SEGMENTATION

ABSTRACT OF THE DISCLOSURE

5 The profitability and effectiveness of a marketing program is increased by segmenting the customer population according to a combination of different segmentation strategies. A number of independent segmentation strategies are performed on the customers, each strategy resulting in its own set of scores. The sets of scores are then combined to form a composite score for each customer which is used to generate a
10 ranked list of the customer population. Furthermore, different composite scores can be determined using different possible methods and these different scores can, themselves, be combined to generate an overall score and ranking for each customer. The targeted recipients for particular marketing materials are selected based on these rankings.